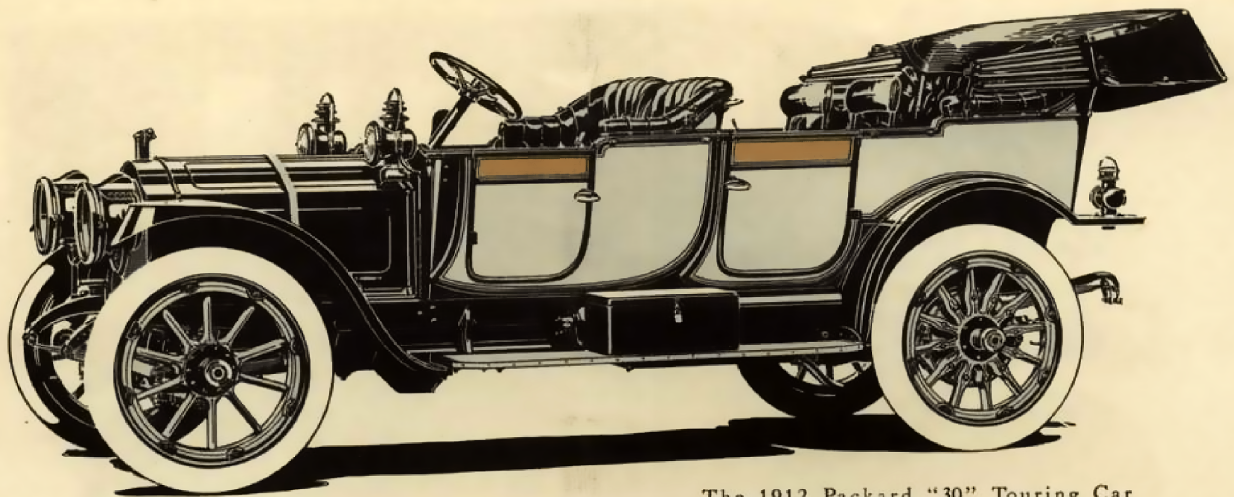


Packard
MOTOR CARS
1912



The 1912 Packard "30" Phaeton

PACKARD MOTOR CAR COMPANY, DETROIT, MICHIGAN



The 1912 Packard "30" Touring Car

The 1912 Packard "30"

CHASSIS DESIGN

Two units, the motor unit including the motor and clutch and the rear axle unit including the transmission, final drive and differential gears.

MOTOR

Four vertical, water-cooled cylinders. Bore, 5 inches; stroke, $5\frac{1}{2}$ inches; 40 horse power, A. L. A. M. rating.

WHEEL BASE

Standard or close-coupled chassis, $123\frac{1}{2}$ inches; phaeton chassis, $129\frac{1}{2}$ inches; runabout chassis, 114 inches. Tread, $56\frac{1}{2}$ inches.

TIRES

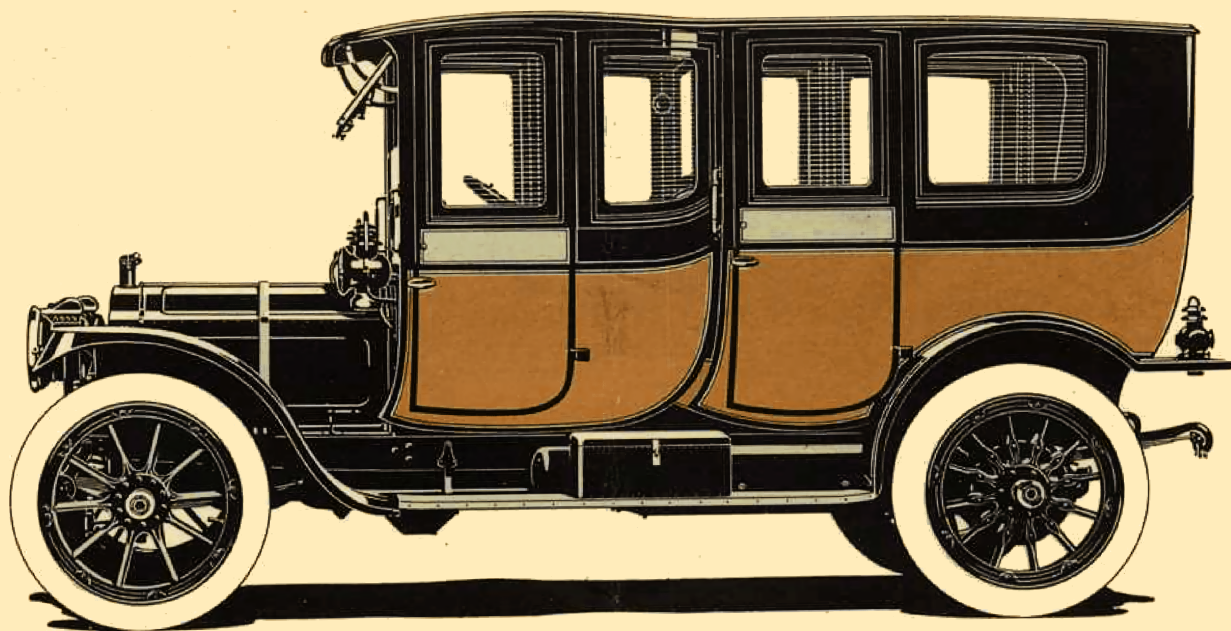
Front, 36 by $4\frac{1}{2}$ inches; rear, 37 by 5 inches. Continental quick detachable demountable rims. Clincher tires of any of several standard makes.

FINISH AND EQUIPMENT

Standard finish: Body panels, Packard blue; bonnet, fenders, etc., black; wheels and running gear, Packard gray. Standard equipment of open cars includes Packard extension cape cart top.

The Packard "30" is the standard Packard car on account of its consistent efficiency being coupled with adaptability to an extremely wide range of uses and conditions.





The 1912 Packard "30" Imperial Limousine

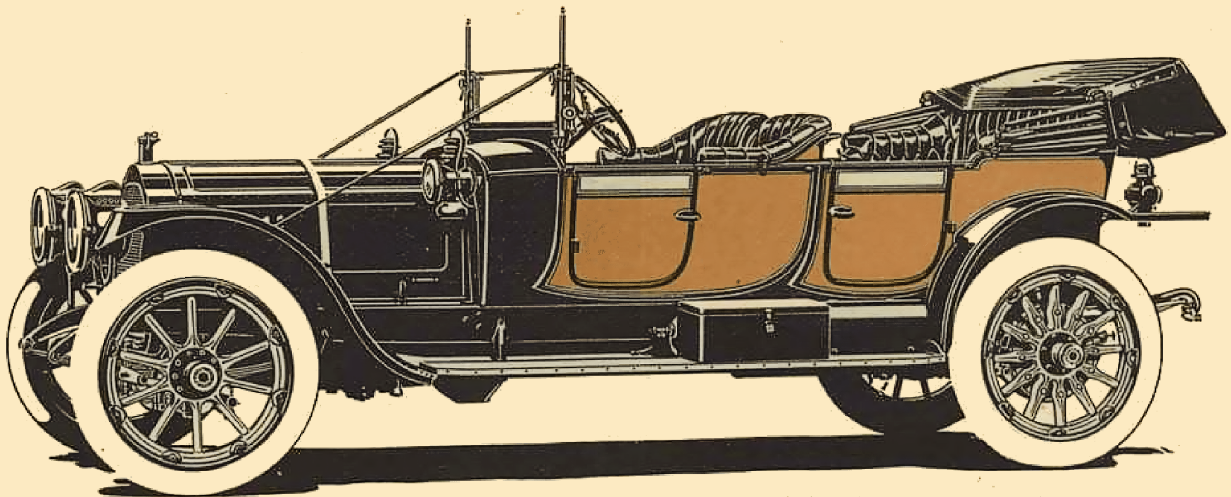
The 1912 Packard "30"

Prices in Standard Finish and Equipment

<i>Touring Car</i>	\$4200
<i>Phaeton</i>	4200
<i>Runabout</i>	4200
<i>Close-Coupled</i>	4200
<i>Limousine</i>	5450
<i>Landaulet</i>	5550
<i>Imperial Limousine</i>	5650
<i>Imperial Landaulet</i>	5750
<i>Brougham</i>	5500
<i>Coupe</i>	4900

A complete catalogue, illustrating the entire line of chassis and bodies and describing the mechanical features, appointments, et cetera, may be obtained by request.





The 1912 Packard "Six" Phaeton

The 1912 Packard "Six"

CHASSIS DESIGN

Two units, the motor unit including the motor and clutch and the rear axle unit including the transmission, final drive and differential gears.

MOTOR

Six vertical, water-cooled cylinders. Bore, $4\frac{1}{2}$ inches; stroke, $5\frac{1}{2}$ inches; 48 horse power, A. L. A. M. rating.

WHEEL BASE

Standard or close-coupled chassis, 133 inches; phaeton chassis, 139 inches; runabout chassis, $121\frac{1}{2}$ inches. Tread, $56\frac{1}{2}$ inches.

TIRES

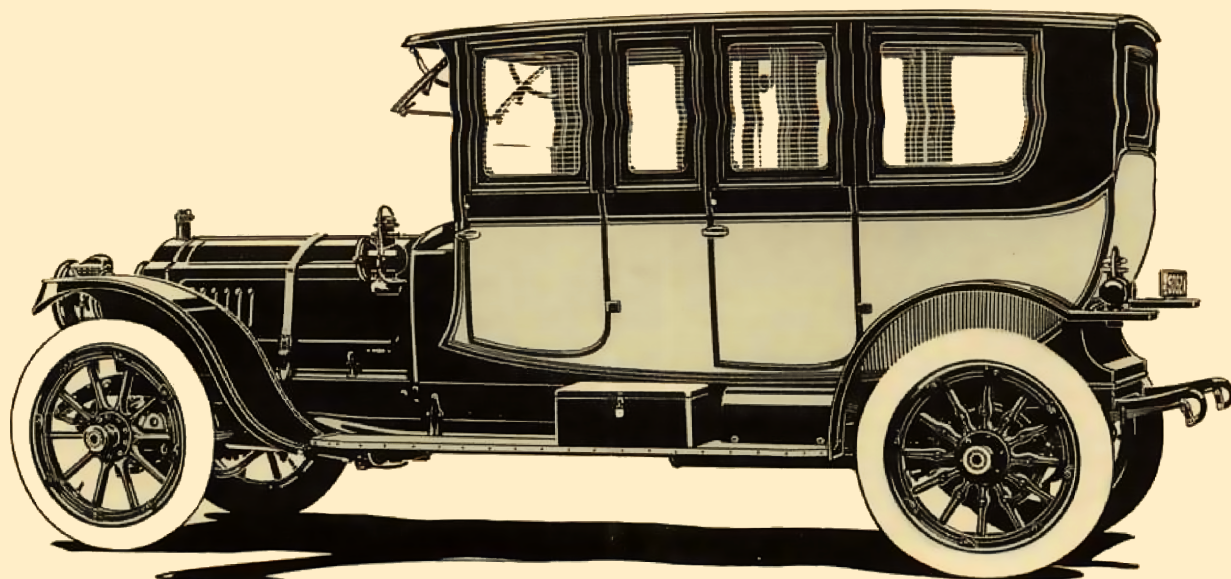
Front, 36 by $4\frac{1}{2}$ inches; rear, 37 by 5 inches. Continental quick detachable demountable rims. Clincher tires of any of several standard makes.

FINISH AND EQUIPMENT

Standard finish: Body panels, Packard blue; bonnet, fenders, etc., black; wheels and running gear, Packard gray. Standard equipment of open cars includes Packard extension cape cart top.

The Packard "Six" is a new Packard intended for those who wish more power and speed than is practical in a universally efficient four-cylinder car, such as the Packard "30."





The 1912 Packard "Six" Brougham

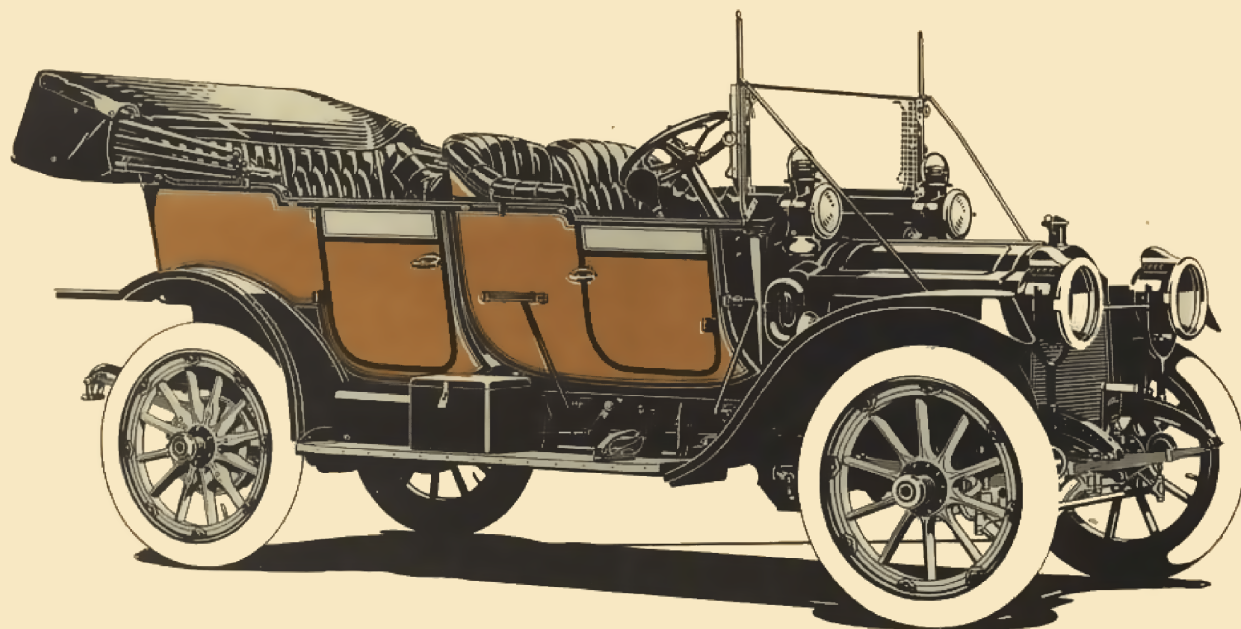
The 1912 Packard "Six"

Prices in Standard Finish and Equipment

<i>Touring Car</i>	\$5000
<i>Phaeton</i>	5000
<i>Runabout</i>	5000
<i>Close-Coupled</i>	5000
<i>Limousine</i>	6250
<i>Landaulet</i>	6350
<i>Imperial Limousine</i>	6450
<i>Imperial Landaulet</i>	6550
<i>Brougham</i>	6300
<i>Coupe</i>	5700

Packard motor cars are sold exclusively through Packard dealers, all of whom render Packard service by the same Packard standards, and the price is the same to everybody.





The 1912 Packard "18" Open Car

The 1912 Packard "18"

CHASSIS DESIGN

Two units, the motor unit including the motor and clutch and the rear axle unit including the transmission, final drive and differential gears.

MOTOR

Four vertical, water-cooled cylinders. Bore, $4\frac{1}{8}$ inches; stroke, $5\frac{1}{8}$ inches; 26 horse power, A. L. A. M. rating.

WHEEL BASE

Standard or close-coupled chassis, 112 inches; runabout chassis, 108 inches.

TIRES

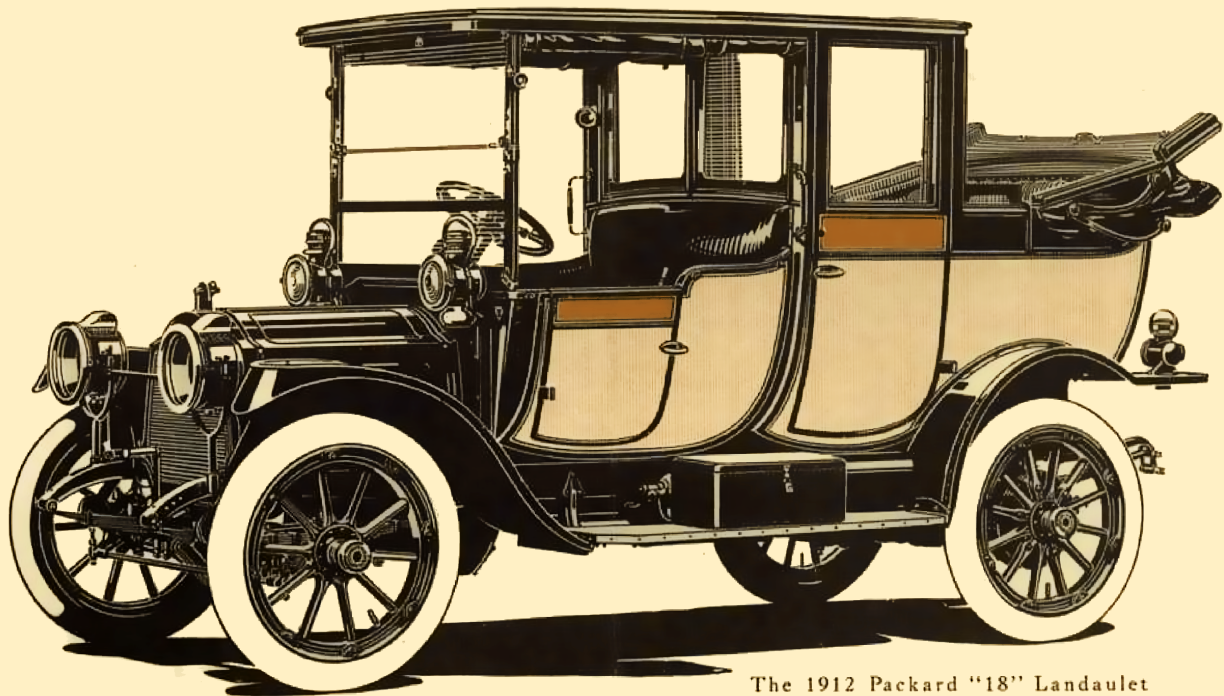
Front and rear 34 by 4 inches. Continental quick detachable demountable rims. Clincher tires of any of several standard makes.

FINISH AND EQUIPMENT

Standard finish: Body panels, Packard blue; bonnet, fenders, etc., black; wheels and running gear, Packard gray. Standard equipment of open cars includes Packard extension cape cart top.

The Packard "18" is a town car of the same quality, design, construction and appointments as the Packard "30," but of less power and capacity.





The 1912 Packard "18" Landaulet

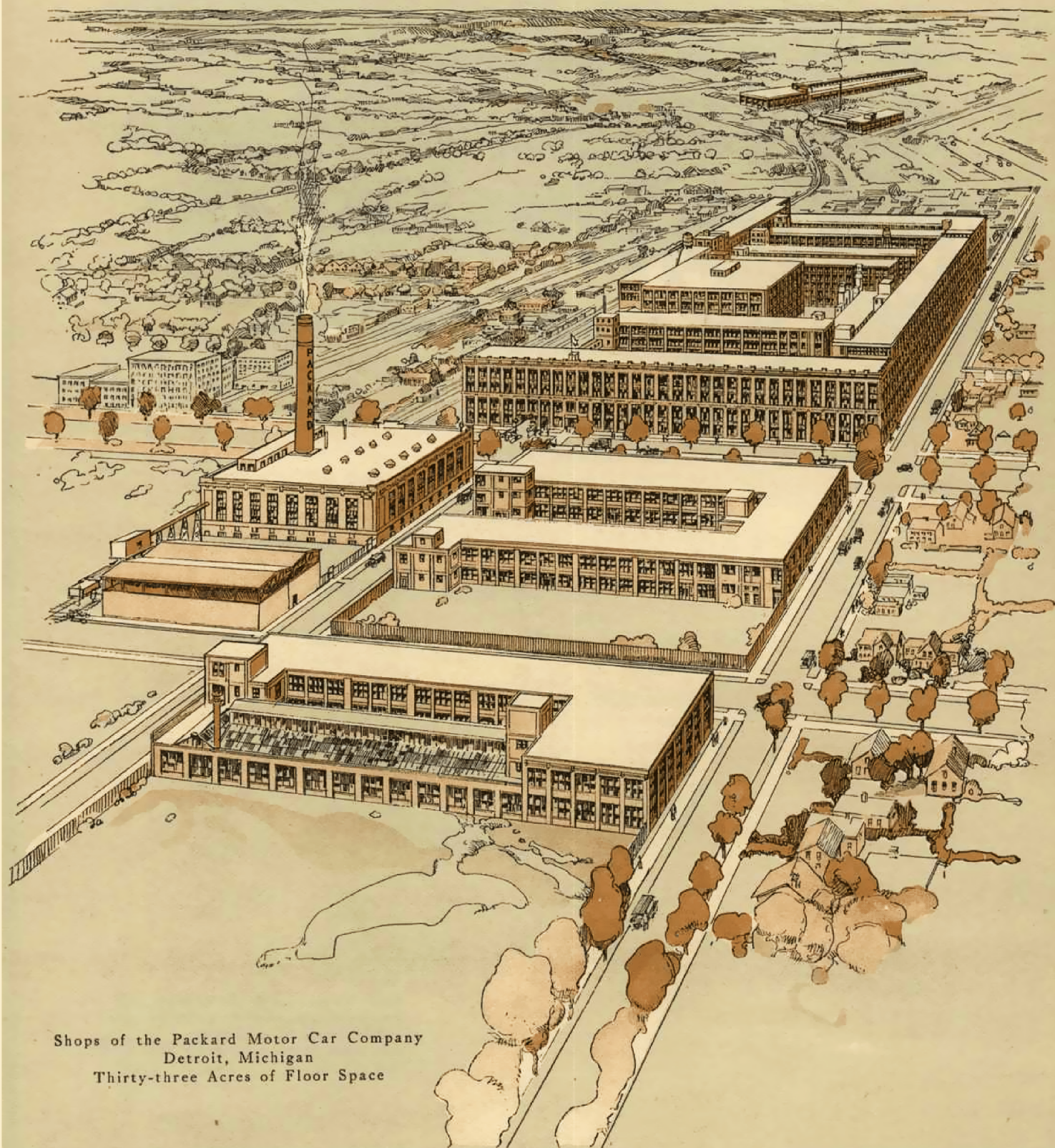
The 1912 Packard "18"

Prices in Standard Finish and Equipment

<i>Open Car</i>	\$3200
<i>Runabout</i>	3200
<i>Close-Coupled</i>	3200
<i>Limousine</i>	4400
<i>Landaulet</i>	4500
<i>Imperial Limousine</i>	4600
<i>Imperial Landaulet</i>	4700
<i>Coupe</i>	3900

Separate catalogues, obtainable by request, describe and illustrate the Packard truck and a large line of truck bodies. This truck is now used in 118 lines of trade.





Shops of the Packard Motor Car Company
Detroit, Michigan
Thirty-three Acres of Floor Space